



BAR 4

*Dedicated to the
Improvement
Of Useful
Shorthorn Cattle*

The Sire Of Canadian Image

HILLVIEW HOBO

Sire: Highbarns Lord Barrington
(Imp.)
Dam: Hillview Blanca 26th x



HILLVIEW HOBO

His many outstanding progeny have made this bull famous throughout Canada. The Dual Purpose bull that has produced and will continue to produce exceptional calves in every cow herd.

Siring Canadian Image was no accident since Hobo produced many bulls of this caliber. The championship list accredited to him is one of the best of any breed. Notice the polled breeding on the dam's side of the pedigree.

Dual Purpose breeders have repeatedly commented that he has produced correct, heavily muscled progeny that have continued to grow. This has made him an advantage to beef breeders. Today, the advantages of this capable beef producing bull are being offered to you by Bar 4.



CANADIAN IMAGE

Canadian Image by Hillview Hobo is a ton bull that has caused considerable favorable comment, especially when on display at Denver. Breeders, ranchers, farmers and feeders commented that this bull is the kind everyone should raise. He is one of the longest bulls in the breed. Besides his extreme length, he possesses exceptional muscling and trimness.

HOBO

Price

\$50 / Ampule

Price subject to supply



HILLTOP WARRIOR x

Sire: FA Warrior 41st x

Dam: Orange Blossom Emblem x

***BACKED By Careful
Performance Tested
Information***

This modern beef bull is stamping his brand continuously on his calves. His sons and daughters are revolutionizing the Shorthorn industry. The ultimate can be achieved with this bull since he is truly a bull for modern day standards. Warriors are winning in the show ring.

This prepotent beef sire will not only produce calves with size and scale but will also increase loin eye per hundred-weight. His prepotency progresses even beyond these vital elements of the cattle business. He will produce carcasses that are trim and have the grade-ability and quality desired today.

This will mean extra pounds and extra \$\$ from your calves at weaning and marketing weights. Extra \$\$ in your pocket.

Our Pick of Warrior 41st calves!

Make your own comparison. We have and he's our pick. His calves are tops at not one, but several test stations.

NLTA — Top-indexing Shorthorn on test.

ADG	365-day breed group	WPDA	Index
2.88	101	2.97	115

Date of birth — May 28, 1973. Weight at end of test — 1,033 lbs. Adjusted weight — 1,082.

SDPTS — Top-gainer over all breeds including exotic crosses. ADG — 3.14 on 320-day test.

At home, 22 bulls on 145-day test — WPDA 2.8 lbs.

His record speaks for itself.

Hilltop Warrior x, weaned 700 with no creep, yearling weight 1,150 lbs., 32 months 1,960, Index 111.

WARRIOR x

Price

\$10 / Ampule

Price subject to supply

BAR 4

Can Do for You

Dedicated to the
Improvement
Of Useful
Shorthorn Cattle

In many instances the bone-muscle-fat ratio has been neglected and is out of balance and proportion in today's cattle. We feel this can be corrected without losing the early grading ability of Shorthorn cattle.

Calves from Bar 4 are designed to maintain this ability and meet the demands of the feeders at the markets . . . steers and heifers that produce carcasses with a maximum of muscle (red meat) with a minimum of waste (throw away) fat . . . carcasses that have more of the higher value cuts yet carcasses that marble at a desirable weight, producing tender succulent beef.

Bar 4 has pledged itself to the development of useful Shorthorn cattle, with an overall goal of producing cattle that will make money for all segments of the cattle business.

. . . cattle that will meet the demand that all livestock producers must meet.

. . . bulls and females that will improve not only one breed but all breeds.

. . . livestock that will make money for not only one breeder but for all breeders . . . not only for one segment but all segments of the beef industry.

. . . bulls that are capable of walking the ranges and fields, settling large numbers of cows and maintaining themselves through hard winters with a minimum of attention and feed.

. . . cows that are workable, profitable and useful in the production of calves with high reproductive ability, calving ease and milking ability.

. . . cows that wean calves of maximum weight while consuming a minimum of feed under any condition.

Finally, we dedicate our efforts to making Shorthorn cattle the Number One breed in the industry, with the potential of producing enough beef to economically feed the world population with a high grade of animal protein.

Bar 4 members are cattle people and we intend to pass on the cattle industry to the future generations. Through the changing times and world conditions, more and more cereal grains will have to be consumed by the human race. Therefore, the Shorthorn breed will have a prominent role in the future beef needs of the world because of its ability to convert a pound of succulent red meat from low-energy feeds.



WHILE OTHERS MAKE THE CLAIMS . . .

SHORTHORNS Do the Job

By C. D. SWAFFAR

Executive Secretary

American Shorthorn Ass'n

A STRIKING advertisement recently seen on TV stated "The more you know about beans, the better for Del Monte."

The meaning is obvious. The Del Monte folks believe that if people are well informed as to what makes a product desirable, they will select Del Monte in preference to other brands.

The same slogan would well apply to Shorthorns and Polled Shorthorns. If people really considered all the factors making up profitable beef production, they would consistently select Shorthorns and Polled Shorthorns for their cow-calf and feeding programs.

We admit to prejudice, but we think we have the best breed of cattle in existence. A lot of other folks must think so too, as we just haven't been able to keep up with the demand. Consequently, we feel there are great opportunities for profit and personal recognition with our breed.

Many breeds and many breeders make claims of superiority for the cattle they espouse. This is as it should be. Pride of ownership is paramount to breed progress. There are too few years in a man's lifetime to work genetic improvement. Without pride in his breed, his success would be minimal.

In recent months, Shorthorns and Polled Shorthorns have given statistical proof of their superior performance. In a performance test of 4,450 cattle conducted at Clemson University, Shorthorns proved to be lighter at birth, gained better and graded better than any of the breeds tested.

Look at recent results from bull test stations:

At the Klamath Falls, Ore., test in 1972, a Polled Shorthorn bull was the top gainer of all breeds with a 4.69 lbs. per day gain. A pen of five Polled Shorthorn bulls gained an average of 4.04 lbs. per day. At this same test in 1973, a Polled Shorthorn again topped all breeds in average daily gain.

At a Beloit, Kan. test, Shorthorns ranked third in average daily gain with 13 breeds on test.

At the Midland Beef Performance Test, Billings, Mont., a Polled Shorthorn topped all breeds and another was the top I.P.R. bull with a 3.88 lb. daily gain.

At Moiese, Mont., Shorthorns ranked second of all breeds on test and easily topped all English breeds.

At Sheridan, Wyo., Shorthorns again topped all English breeds with 3.56 lb. daily gain.

Shorthorns topped all English breeds at the Sawyer Beef Center, Sawyer, N.D., with a 3.12 lbs. per day gain.

A Polled Shorthorn bull topped all English breeds and was third in the 251-head test at the Shaw Beef Testing Center, Caldwell, Idaho. His gain was 3.64 lbs. per day.

Shorthorns topped all breeds at the Ideal, S.D., Test with a 3.49 lb. average daily gain and a 2.91 lb. weight per day of age.

It is almost laughable to hear some of the crossbreeding claims made by other breeds. Naturally, they feel they are "the" breed for the farmer or rancher to consider. Yet, not a single one of these breeds has had the historical crossbreeding success of the Shorthorn. More than 30 other recognized beef breeds owe part of their parentage to the Shorthorn. If other breeds are so great, why

haven't they had this success? Two of the other most popular breeds in the U.S. can't match the Shorthorn success when totaled together.

Isn't it amazing that the world's most successful crossing breed for nearly 300 years isn't being included in a single crossbreeding test conducted today at a major college? None of the highly touted hybrid cattle nurseries have seen fit to even try the Shorthorn in their genetic combinations. Yet, they claim to be producing a product capable of cattle improvement using cattle with either a history of slow gains, calving difficulties, poor finishing and/or grading ability. How can they produce the best when they aren't using the best . . . Shorthorns?

No wonder one observer recently stated that, "if the average cattleman weighed the beef he produces each year and compared it with the manure he produces, he would soon realize he isn't in the beef business at all . . . but the manure business." The same gentleman stated that, "eight times out of ten, when the consumer goes to the supermarket to buy beef, or when he buys it at a restaurant, he finds it less desirable than he expected it to be."

There are entirely too many of today's so-called genetic experts who are "recommending" the cattle industry right into record levels of manure production and poor production of beef.

Feedlot operators continually tell us that when Shorthorns are in the same feedlot with other breeds they consistently reach slaughter weights and the choice grade 45 to 60 days sooner than steers of other breeds. What a reduction in "manure production" this extra gaining ability can achieve.

Much has been said about Shorthorn carcasses. Because Shorthorns do gain better, it is easy for the unsuspecting feedlot operator to overfinish them. If marketed properly, however, this overfinish can be eliminated.

A University of Minnesota feedlot and slaughter test showed that Shorthorn carcasses were worth as much as \$38.95 more than other English breeds.

A Pennsylvania State University test ranked Shorthorn beef highest for "eatability."

A Holdenville, Okla., test showed that Shorthorns had the highest average of lean meat per day of age of all breeds on test.

A study of steers and market heifers exhibited at the Nebraska State Fair showed that 95 per cent of the Shorthorns slaughtered graded low choice, or better, compared with 82 per cent for the next highest grading breed.

At the 1972 Ft. Worth, Houston and San Antonio shows, Shorthorns again outranked all breeds by an appreciable margin in grading ability.

We could go on and on citing instances where Shorthorns have proven their superiority in comparison with other breeds. But we think we have given you an idea why we are so optimistic about the Shorthorn future. We have the "performance" breed. We hope you will give them a chance to prove it in your herd the next time you are in the market for crossing bulls or replacement females. You'll be pleasantly surprised.



LANCER

Nodak King's Tradition

Sire: King's Roan Beauty x
Dam: Nodak Countess Trudy x

*A Dual Purpose
Sire that Really
Measures Up!*

Just try to get these features with an exotic!

Get modern faster!
Get Lancer!

114" long
61" height to shoulder
60" height at hooks
27" hooks to pins
82" pins to shoulders
34" from ground to flank

12" hind cannon bone
circumference
10" front cannon bone
circumference
19" width loin
17" width pins

With one cross from this big Dual Purpose bull, you can get more size, and still have calving ease (no calving problems). Correct your cows' udders, while increasing your cows' milking ability. Stretch your cattle out, without losing quality.

LANCER

Price

\$12 / Ampule

Price subject to supply

THE MEMBERS:

All Experienced Cattlemen



CARVIN GUY
Velben, S.D.
President

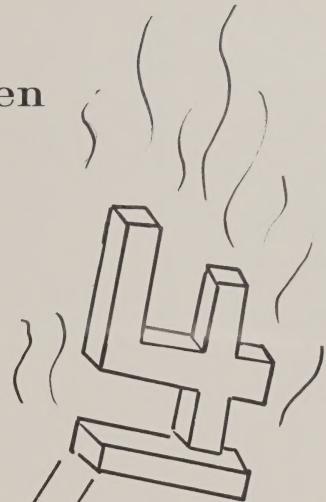
Carvin Guy and Family make up one of the veteran, involved, successful cattle ranching operations producing range bulls and females under range conditions. He has built his herd with enough advanced knowledge to put him ahead today. Building and developing a herd of beef and Dual Purpose Shorthorns that others are presently wanting. Many of the prepotent bulls sold from this herd have made improvements in many other herds. Their Shorthorns are backed by one of the best sets of production records in South Dakota and the nation.

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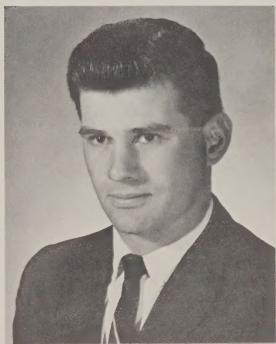


FLOYD FREDRICKSON
Petersburg, N.D.
Vice-Pres.

Floyd Fredrickson and Family have assembled one of the most successful herds of high-producing Shorthorn cattle in the nation. Fredrickson has brought this quality foundation from many of the top producing herds in both the United States and Canada with the intent of maintaining this position. He has done exceptionally well selling his produce to breeders and ranchers privately as well as in sales throughout the nation.



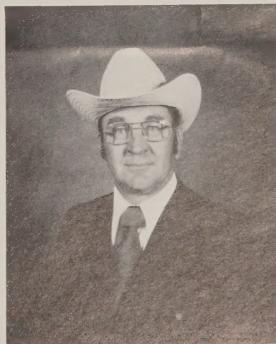
ROBERT MILLER
Fordville, N.D.
Sec. - Treas.



The Bob Millers are a highly concerned Shorthorn family. They have based their entire Shorthorn program on production testing, projecting their program to meet its maximum goals. Bob Miller is one of the most conscientious promoters of Shorthorns, although he has many controversial, progressive ideas. He has enough definite ideas to work with the many facets of raising bulls for others and for the cattle industry in general.

DON KASPERBAUER
Manning, Ia.
Public Relations

Don Kasperbauer and Family have developed, are developing and will continue to develop enthusiasm for the Shorthorn industry. They believe in a future of youth and education of the people. They show much of their energy in the showing, at sales and bull test stations. They have recently been voted top family at the Ak-Sar-Ben, bringing home 11 purple ribbons. They will undoubtedly continue to be one of the best of the Shorthorn breed families.



ORDER TODAY!

Fill Out This Order Form Today.

Mail to Bar 4 Cattle Co.,

% Don Kasperbauer, Manning, Iowa 51455

Tel: 712-653-7179

**Cash payment accompanying order for convenience,
minimum order - 1 cane of 6 ampules, please.**

HOBO

\$50 / Ampule

LANCER

\$12 / Ampule

WARRIOR x

\$10 / Ampule

**Buyer's
Name** _____

Address _____

City _____

State _____ **Zip** _____

Tel: _____

Shipping instructions